

Meeting

MINUTES

MARCH 3, 2014

11:00 A.M.

COMMUNICATIONS COMMITTEE

MEETING CALLED BY	Kim Gentile
TYPE OF MEETING	Election of Chair; Buchtelite Survey Discussion
FACILITATOR	
NOTE TAKER	Cindy Gessel
ATTENDEES	William Baker, Christine Culbertson, James Durbin, Kim Gentile, Wayne Hill, Kathleen Hurley, Eileen Korey, Neal Raber, Scott Roberts, and Christopher Serio

Agenda topics

11:00 A.M. ELECTION OF CHAIR KIM GENTILE

DISCUSSION	Nominations were opened for the election of the chairperson. After discussion, the committee voted unanimously to install Christopher Serio as the new chairperson of the University Council Communications Committee.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Kim Haverkamp will be notified of the election results.	Cindy Gessel	One week	

11:10 A.M. APPROVAL OF MINUTES CHRIS SERIO

DISCUSSION	The minutes of the meeting held on February 3, 2014 were approved as submitted.		
CONCLUSIONS			
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

11:15 A.M. THE BUCHELITE SURVEY DISCUSSION STEVE SEDLOCK

DISCUSSION	Steve Sedlock shared his efforts in helping The Buchtelite disseminate a survey this year. The Buchtelite has temporarily suspended print publication. (See http://www.buchtelite.com/ .) A media advisory committee has been formed to provide support and direction.
	The survey itself was written by a subcommittee comprised of students, faculty and staff. The popular housing edition will be printed this week.
	The Buchtelite survey is providing people with the opportunity to win one of \$50 gift cards. The survey will be available a week from today (March 10). The survey will also be available to access after spring break. Students can win one of the gift cards. There are two versions of the survey – one that is student specific and one for the general population.
	The Buchtelite is at a point where it is necessary for it to evolve into a well-rounded student newspaper which could include other media formats in addition to the print version. It was suggested that in the past The Buchtelite did not receive needed support. The only support UA provides is space and technology, but no funding.
	Although the survey has not yet been disseminated discussion took place about students not liking the content of The Buchtelite. Some felt it was more opinion based – not tackling tough subjects.

Discussion took place about the suggestion that consideration be given to connect Career Services with The Buchtelite. Possibly a co-op could be crafted around students working at The Buchtelite.

Sedlock also assisted with a student survey to better determine the class schedules. 7,500 responses were received. Three students received a \$500 credit. It was noted that it appeared the results of the survey have not been shared with faculty and/or department chairs. The information received from the survey is being used to craft/market Finish on Time.

CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

11:35

GENERAL DISCUSSION

CHRIS SERIO

DISCUSSION The Presidential Search tab on the home page of UA's website links people to information regarding the search.

There was a general discussion regarding scholarships currently being awarded. Although some scholarships have been reduced, the goal is for the greater and larger good by freeing up scholarship dollars to award to a greater number of people.

General discussion also took place regarding the messaging related to the academic program review potential suspensions. Students appear to be uninformed. The suggestion was made to communicate through video with students.

It was also recommended that – instead of utilizing Zipmail – important messages from leadership (i.e. Drs. Proenza and Sherman, and Mr. Tressel) be sent in the form of a stand-alone special message. It was also suggested that a twitter site be established where Dr. Proenza could respond to questions from students.

CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

NOON

ADJOURNMENT

CHRIS SERIO

The meeting adjourned at 12:10 p.m.